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Cap. 4

CONSUMER TIME

R-160

THE CASE OF MILK

NETWORK: NBC

DATE: September 11, 1943

ORIGIN: WRC

TIME: 12:15-12:30 PM EWT

(Produced by the Food Distribution Administration of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program--presented for more than ten years in the interest of consumers.)

ooooooooOoooooooo

1. SOUND: CASH REGISTER RINGS TWICE--MONEY IN THE TILL
2. MAN: This is CONSUMER TIME.
3. SOUND: CASH REGISTER...MONEY IN THE TILL.
4. WOMAN: That's your money, buying a living in wartime.
5. SOUND: CASH REGISTER RINGS
6. MAN: That's your money buying food.
7. WOMAN: It's your money buying clothes.
8. SOUND: CASH REGISTER...CLOSE DRAWER.
9. JOHN: Yes, this is CONSUMER TIME, the program that helps keep you posted on a lot of things you particularly want to know in wartime. Today---well, we deal with an age old product.... milk. A product which consumers have demanded since the beginning of mankind--but first---here's Mrs. Evelyn Freyman, with a well filled market basket on her arm.
10. FREYMAN: Good morning, Johnny...isn't this a grand basket of weekend groceries?
11. JOHN: I hope that's a subtle way of inviting me to dinner tomorrow.
12. FREYMAN: Come right ahead...if you're willing to help with the dishes, afterward.
13. JOHN: I'll be there---and from the looks of that market basket it's going to be quite a feast.

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U.S. DEPARTMENT OF AGRICULTURE

1. The first part of the document is a list of names and addresses of the members of the committee. The names are written in a cursive hand, and the addresses are written in a more formal, printed hand. The list is organized in two columns, with names on the left and addresses on the right.

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9. The ninth part of the document is a list of names and addresses of the members of the committee. The names are written in a cursive hand, and the addresses are written in a more formal, printed hand. The list is organized in two columns, with names on the left and addresses on the right.

14. FREYMAN: Well, I'm trying to feed my family the kind of meals that will make us stronger than ever in wartime. We're eating at least one from each of the Basic Seven Food Groups every day.
15. JOHN: Those carrots are a good representative of Group One--- the green and yellow vegetables.
16. FREYMAN: Yes, and Group Two is represented by tomatoes. Group Three finds potatoes and apples in this market basket.
17. JOHN: Group Five-----
18. FREYMAN: For tomorrow's dinner...from Group Five you're going to get roast leg of lamb, and I hope you like it.
19. JOHN: I do. Bread, flour or cereal take care of me on Group Six.
20. FREYMAN: Well, we're serving bread...and also either butter or fortified margarine from Group Seven to go with it.
21. JOHN: Guess that takes care of all of them.
22. FREYMAN: All except one of the most important food groups--Group Four---milk and milk products.
23. JOHN: Of course! You can certainly make out a strong food case for milk and its products.
24. FREYMAN: (MUSING) ...a strong case...Well, we'll just take it to court and see.
25. SOUND: BABEL OF VOICES. NO DISTINGUISHABLE SPEECH. DIES DOWN AT RAPS OF GAVEL AND OUT CLEAN SECOND TIME GAVEL RAPS.
26. SOUND: THREE RAPS OF GAVEL
27. JUDGE: The court will be in order.
28. SOUND: THREE RAPS OF GAVEL
29. JUDGE: The court will be in order.
30. SOUND: THREE RAPS OF GAVEL
31. JUDGE: Is the prosecution ready?



32. PROSECUTION: We are, your honor.
33. JUDGE: Is the defense ready?
34. DEFENSE: The defense is ready, your honor.
35. JUDGE: Then we will proceed...This is an unusual case...the case  
court and the  
of...milk, wherein the/people seek to determine the merits  
or demerits of milk and its products.
36. DEFENSE: If it please your honor, the defense contends that the  
case for milk is so overwhelmingly favorable that the prose-  
cution HAS no case.
37. PROSECUTION: The prosecution objects, your honor.
38. JUDGE: Objection sustained...Proceed.
39. PROSECUTION: The prosecution proposes to prove that the good reputation  
enjoyed by milk has not been earned and is, in fact, a lot  
of foolishness.
40. SOUND: BABEL OF VOICES--IN PROTEST.
41. JUDGE: Order in the court.
42. PROSECUTION: The prosecution calls, as its first witness, the defendant  
herself.
43. JUDGE: Let her be seated in the witness stand.
- PAUSE:
44. JUDGE: Do you swear to tell the truth, the whole truth and nothing  
but the truth?
45. MILK: I do.
46. PROSECUTION: What is your name?
47. MILK: Milk, simply milk.
48. PROSECUTION: What is your address?
49. MILK: I live all over the world--everywhere.
50. PROSECUTION: Your age?
51. MILK: I am as aged--or ageless as living things. I am as ancient  
as mankind.

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*Journal of Management Studies*, 19(1), 67-80.

1. The first part of the paper is devoted to the study of the
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 norm of the function  $u$  in the case of a general domain  $\Omega$ .

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*Journal of Management Studies*, 19(1), 67-80.

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52. PROSECUTION: What is your occupation?
53. MILK: My occupation--along with hundreds of my variations and products--is that of a food. I serve mankind--from birth to death.
54. PROSECUTION: Is it true that in your fresh liquid form you are about 87 percent water?
55. MILK: In fresh fluid state--as cow's milk--I average 87 percent water, 3.5 percent protein, 3.9 percent fat and about 5.6 percent other valuable food solids.
56. PROSECUTION: Your honor, I bring to the attention of the court that with good milk 87 percent water, it is a false and costly product. Water is free for the taking nearly everywhere.
57. DEFENSE: If it please your honor--the prosecution is deceived by the liquid, fluid appearance of fresh milk. Many food products --apparently solid--actually contain as much as--or more--water than milk.
58. PROSECUTION: Name one...just one.
59. DEFENSE: Tomatoes, spinach, lettuce--and many others contain more water than milk does. The human body itself is 60 to 70 percent water.
60. PROSECUTION: Very well--but, your honor, it is possible to eliminate milk from the human diet--and still be healthy--well nourished.
61. SOUND: BUZZ IN COURTROOM--LOW VOICES---OUT CLEAN FOR SPEECH.
62. PROSECUTION: (CONTINUING AFTER SOUND IS OUT) What has my worthy opponent to say to this?



63. DEFENSE: If it please the court, it is true that it is POSSIBLE to eliminate milk from the adult human diet and maintain reasonable health. It is also POSSIBLE to burn diamonds in furnaces to avoid using coal. So it is with milk and its products. To do without them--when they are available--- is a costly process.
64. PROSECUTION: Yet, man can live without milk?
65. DEFENSE: Of course--and mankind can do without many things--though the lack of no single food product can cause more malnutrition to civilized man than a complete lack of milk and its products.
66. PROSECUTION: Your honor, this defendant, milk, has been represented as the perfect human food, whereas the facts are....
67. MILK: Those who say that are over-enthusiastic or uninformed. They are not aware--that there is NO single, perfect, human food.
68. PROSECUTION: Then you actually admit you are not the perfect human food?
69. MILK: I do.
70. PROSECUTION: The prosecution rests. Your witness, counsel for the defense.
71. DEFENSE: All foods need the supplemental assistance of others. That is why we have the Seven Basic Groups of foods. Milk, what place do you claim to occupy in the scheme of nutrition?
72. MILK: The nutritionists of the world are in agreement that I and my products contribute more to good nutrition than any other single food.
73. DEFENSE: And why is this true?
74. MILK: Perhaps because I have no equal as a source of bone building calcium. Perhaps because there are no more efficient proteins in the world than mine for growth and body maintenance. I am also favorably regarded--in many forms--- for the fatty foods which I furnish.



75. DEFENSE: Do you furnish any vitamins to the human body?
76. MILK: I am a major contributor of Vitamins A and Riboflavin.  
I am also a good source of the mineral phosphorous.
77. PROSECUTION: Your honor--the prosecution wishes to point out that many people are unable to drink--or unwilling to drink--fresh, fluid milk.
78. MILK: Some people, your honor, cannot or do not drink milk in its fresh, fluid form--due to digestive peculiarities--or preferences of appetite.
79. DEFENSE: But, your honor, due to the "versatility" of milk--that is no fault.
80. MILK: My counsel has stated the facts very ably. Milk does not need to be consumed in its fresh, fluid form to bring its benefits to mankind. It may also be used as evaporated milk, condensed milk, dried milk, skim milk, butter milk --a thousand cheeses--ice cream and in the cooking of countless dishes.
81. PROSECUTION: Your honor, it is a matter of verified fact that milk can be dangerous.
82. DEFENSE: Only, your honor, when misused, badly handled and poorly cared for. If there be doubt as to the possible purity of milk...it may be boiled for only 5 short minutes as a safeguard. The great Louis Pasteur gave another milk safeguard treatment--pasteurization--which also rids raw milk of most of the possible dangers it might possess.
83. JUDGE: What is this pasteurization treatment, counsellor?
84. DEFENSE: It consists of taking fresh, raw milk, heating it to a temperature of 145 degrees Fahrenheit for 30 minutes--then cooling quickly.

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that this is essential for ensuring transparency and accountability in the organization's operations.

2. The second part of the document outlines the various methods and techniques used to collect and analyze data. It includes a detailed description of the data collection process, from identifying the sources of data to the actual collection of the data itself.

3. The third part of the document discusses the various methods and techniques used to analyze the data. It includes a detailed description of the data analysis process, from identifying the key variables to the actual analysis of the data.

4. The fourth part of the document discusses the various methods and techniques used to present the results of the analysis. It includes a detailed description of the data presentation process, from identifying the key findings to the actual presentation of the results.

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8. The eighth part of the document discusses the various methods and techniques used to implement the results of the analysis. It includes a detailed description of the data implementation process, from identifying the key findings to the actual implementation of the results.

9. The ninth part of the document discusses the various methods and techniques used to monitor the results of the analysis. It includes a detailed description of the data monitoring process, from identifying the key findings to the actual monitoring of the results.

10. The tenth part of the document discusses the various methods and techniques used to evaluate the results of the analysis. It includes a detailed description of the data evaluation process, from identifying the key findings to the actual evaluation of the results.



85. PROSECUTION: But, your honor, milk must be kept cold--and that cannot always be done.
86. DEFENSE: Certainly fresh, fluid milk must be kept, ideally, at a temperature of 45 degrees Fahrenheit. But, where that is not possible, canned milks--unopened--keep perfectly and economically everywhere. The same is true of dried milks.
87. JUDGE: The court has heard with interest the contentions of prosecution and defense and.....
88. DEFENSE: Just one thing more, your honor. The defense urges the careful use of milk and its products. Milk is a food. Food is a munition of war. Let it be used wisely.
89. JUDGE: Thank you counsellor. (MAKING TRANSITION) Ladies and gentlemen of the jury, you have heard THE CASE...OF MILK.
90. VOICES: We have, your honor.
91. JUDGE: Have you arrived at a verdict?
92. VOICES: We have, your honor.
93. JUDGE: Ladies and gentlemen of the jury, what is your verdict?
94. MAN I: Your honor, I'll take a chocolate milk shake.
95. MAN II: Make mine a cheese sandwich--American cheese on rye.
96. WOMAN I: I'll have a dish of ice cream.
97. JUDGE: And what say you, Jurymen No. 4?
98. SOUND: BABY GRIES...PLENTY.
99. WOMAN: (COLORED DIALECT) Your honor, he'll take milk...straight.
- PAUSE:
100. JOHN: Mrs. Freyman, that was quite a case...the case of milk.
101. FREYMAN: Wasn't it though? You see all these slips of paper, Johnny? (RATTLING THEM)
102. JOHN: I see them.





103. FREYMAN: They have questions on them I'd like to have answered about milk--particularly, milk for infants and children.
104. JOHN: Then you'll want to meet our guest, Miss Helen Stacey, Nutritionist, Children's Bureau, Department of Labor. Miss Stacey, Mrs. Freyman....
105. AD LIB: How do you do.
106. FREYMAN: Miss Stacey, this isn't a very new question...but it seems to crop up again and again...Is cow's milk as good as mothers' milk for infants?
107. STACEY: In general, the answer is NO, Mrs. Freyman. Doctors who know most about infant feeding agree that "breast fed is best fed". That, assumes, that the mother is in good condition and physically able to feed her baby adequate quantities of milk.
108. FREYMAN: Well, Miss Stacey, a large number of babies are raised quite successfully from bottles, aren't they?
109. STACEY: Oh yes. Fortunately, cow's milk--and even goat milk--make acceptable substitutes for mothers' milk--but mothers' milk is still best.
110. FREYMAN: Assuming it is necessary to use cow's milk--what kind is the best to use--fresh whole milk, evaporated, dried--or what?
111. STACEY: Well, for the average, healthy baby--they're all equally good-----and I mean unsweetened by evaporated--and that by dried milk you mean dried WHOLE milk. Now, for any individual baby ONE of these types of milk--or some other very special type may be best. That's a question which the doctor, who sees the baby regularly, must decide.
112. FREYMAN: Will you make it <sup>clear why</sup> / doctors insist that fresh milk should be either pasteurized or boiled?

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113. STACEY: Well, Mrs. Freyman, that's because bacteria--as well as people--thrive on milk--and some of these bacteria can be disease producers. Pasteurizing milk--or boiling it--- kills the harmful bacteria without reducing the nutritive values in any major way.
114. FREYMAN: Miss Stacey, I've **heard** a lot of contradictory statements about how important it is for expectant mothers to drink milk. What are the facts?
115. STACEY: The expectant mother--who looks forward to nursing her baby --has to store up nutrients in her body during pregnancy that will be secreted in breast milk--just as she puts money in the bank to pay for the baby carriage and other things the baby will need. The liberal use of milk in her diet is perhaps the best known single method of storing these nutrients.
116. FREYMAN: How much milk should an expectant or a nursing mother have in her daily diet?
117. STACEY: She should have a quart a day, minimum, during the last half of pregnancy and as long as she nurses the baby.
118. FREYMAN: Passing on from infants to youngsters of the "growing boys and girls" stage--what's the recommended daily milk ration for them?
119. STACEY: The Children's Bureau advises from  $1\frac{1}{2}$  pints to a quart-- in some form.
120. FREYMAN: It's quite a problem to get some youngsters to drink their milk.



121. STACEY: Then, let them eat it instead of drinking it. There are so many ways of using milk in cooking that feeding a full milk ration to youngsters isn't very difficult. Nearly all of them like custards, creamed dishes, cheese--and it's a very unusual youngster who turns down ice cream--either the kind purchased or home made ice cream.
122. FREYMAN: IS it all right to feed children, well, buttermilk and skim milk in place of whole milk?
123. STACEY: Buttermilk and skim milk are every bit as rich as whole milk in calcium and riboflavin and some other minerals and vitamins. However, they don't contribute fat and Vitamin A--but these can be obtained from other sources. While we don't recommend them for very young children---others can well get part of their milk ration from buttermilk or skim milk.
124. FREYMAN: I've found it difficult to get dried milk, recently. Have you noticed it?
125. STACEY: Yes--and that's because dried milk is a spectacular munition of war. It's part of the emergency rations of the armed forces, you know.
126. FREYMAN: What part does milk play in their daily food when there isn't any great emergency?
127. STACEY: One way or another, the men in the armed forces, usually get a pint of milk per day. I was in an Army post exchange the other day, with an officer friend. We were by the soda counter. Those soldiers were certainly eating up the ice cream and the malteds and the sodas. My officer friend turned and said to me--"This is the milk drinkingest Army the world ever knew--and the fightenest."

1. The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the transparency and accountability of the organization. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document focuses on the financial aspects of the organization. It provides a detailed overview of the budget, including the projected income and expenses for the upcoming year. This section also discusses the various financial risks and how they are being managed to ensure the organization's financial stability.

3. The third part of the document addresses the operational aspects of the organization. It describes the various processes and procedures that are in place to ensure the efficient and effective delivery of services. This section also discusses the various challenges that the organization is facing and how they are being addressed.

4. The fourth part of the document discusses the human resources of the organization. It provides a detailed overview of the current staff, including their qualifications and experience. This section also discusses the various recruitment and training initiatives that are being implemented to ensure that the organization has the right people in the right places.

5. The fifth part of the document discusses the legal and regulatory aspects of the organization. It provides a detailed overview of the various laws and regulations that the organization is subject to, and how they are being complied with. This section also discusses the various legal risks and how they are being managed.

6. The sixth part of the document discusses the environmental aspects of the organization. It provides a detailed overview of the organization's environmental impact, including its carbon footprint and its efforts to reduce its environmental impact. This section also discusses the various environmental risks and how they are being managed.

7. The seventh part of the document discusses the social aspects of the organization. It provides a detailed overview of the organization's social impact, including its efforts to support the local community and its efforts to promote social justice. This section also discusses the various social risks and how they are being managed.

8. The eighth part of the document discusses the overall performance of the organization. It provides a detailed overview of the organization's achievements and challenges, and how they are being addressed. This section also discusses the various performance risks and how they are being managed.

9. The ninth part of the document discusses the future of the organization. It provides a detailed overview of the organization's vision and mission, and how they are being implemented. This section also discusses the various future risks and how they are being managed.

10. The tenth part of the document discusses the conclusion of the document. It provides a detailed overview of the key findings and recommendations, and how they are being implemented. This section also discusses the various conclusion risks and how they are being managed.

128. FREYMAN: Well, thank you very much, Miss Helen Stacey, for being with us today.
129. STACEY: I was glad to be here, Mrs. Freyman.
130. JOHN: Mrs. Freyman, if you'll write to CONSUMER TIME you can have free, a thirty page booklet--MILK FOR THE FAMILY--that I think you'll want.
131. FREYMAN: I write to CONSUMER TIME, War Food Administration, Washington (25) D. C.
132. JOHN: That's right--and give your name, address and radio station call letters.

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133. FREYMAN: I'll do it today. And say, Johnny, what the latest news on ration stamps?
134. JOHN: In ration Book One--Stamp No. 18 is good for a pair of shoes through October 31. For sugar, Stamp 14 is good for 5 pounds and Stamps 15 and 16 are also each good for 5 pounds for canning purposes only. These all expire October 31.
135. FREYMAN: How about the stamps for meats, fats, cheeses and so forth?
136. JOHN: Red Stamps X, Y and Z are good through October 2 and Brown Stamp A in book No. 3 becomes good tomorrow and stays that way through October 2.
137. FREYMAN: And those blue stamps--for <sup>canned or frozen</sup> fruits and vegetables?
138. JOHN: Blue Stamps R, S and T are now good and expire September 20. Blue Stamps U, V and W are also good now--and expire October 20. And that's the lot.
139. FREYMAN: Are you going on to the next of the Basic Seven Food Groups next week, Johnny?
140. JOHN: I believe not, Mrs. Freyman. I think we'll try to give some helpful tips on how to keep warm this winter with less fuel.
141. FREYMAN: I'll be seeing you next week on CONSUMER TIME.

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142. ANNOUNCER:

You may obtain the thirty page booklet--MILK FOR THE FAMILY  
--without cost by writing to CONSUMER TIME, War Food Admin-  
istration, Washington (25) D. C. Be sure to include your  
name, address and station call letters. This booklet gives  
you a great number of handy facts about milk--and some very  
helpful cookery hints with milk. It is sent without charge.

Heard on today's program were....

and Miss Helen Stacey, Nutritionist, Children's Bureau,  
Department of Labor.

Script by Granville Dickey

CONSUMER TIME is a public service of NBC and its affili-  
ated radio stations, presented by the War Food Adminis-  
tration and other Government agencies working for consumers.

CONSUMER TIME has come to you from Washington.

This is the National Broadcasting Company.

